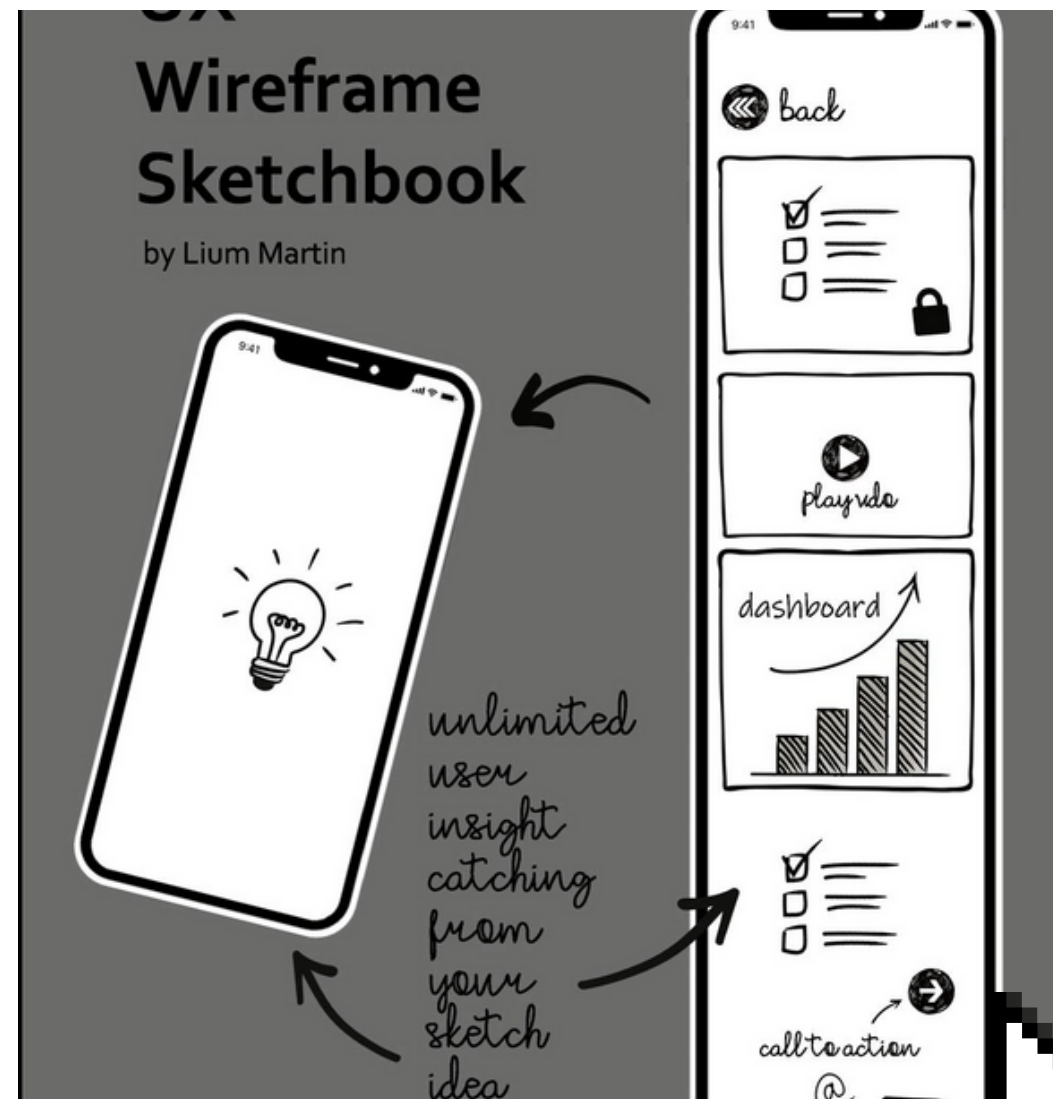
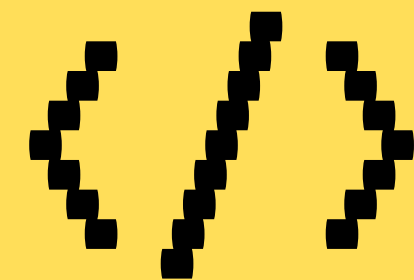


## UX Design



# UX DESIGN:

# A MUSICIAN'S PORTFOLIO



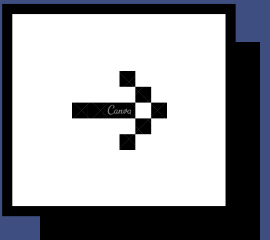
# IDEA:

## Definition:

A UX Based Portfolio of a Notoriously Famous  
Delhi Based Musician called RITVIZ.

## Presented by:

Astha Mehrotra (180630107029)

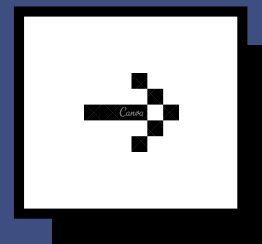


# Internal Guide

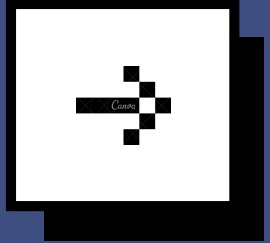
Mr. Akash Dave.

You've been the role model that taught us how to be our best no matter how daunting a challenge may seem. I shall be forever grateful for all the wonderful lessons you've shared.

3/16



# Why UX Design?



## Things to note before you jump in

While we're living in the future of technology already, users are appalled by the type of content they consume and in this scenario, aesthetics and the way the content is being presented matters a lot.

Even a very simple idea can turn the unturned. If it is eye-appealing and catchy to the user and meets both ends, both literally and figuratively.

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# UX Design and Buisness go hand in hand:

## UX Design:

UX Design remarks your capacity to the user and it manifests what you have to offer to

## Buisness:

While buisness peaks , the only thing that keeps "behind the curtain" entrepreneurs and user connected is the flawless design and the interface. .

# About the Musician:

## Ritviz: a brief introduction;

Ritviz Srivastava is an Indian singer-songwriter, electronic musician and record producer from Pune, Maharashtra, India. He is known for his song "Udd Gaye" featured on A.I.B.'s official YouTube channel after becoming the winner of the 2017 Bacardi House Party Sessions, a talent hunt competition organized by A.I.B.. Recently, Netflix India used Ritviz's song "Sun Toh" in their series Mismatched.

# WorkFlow

Step 1: Know what User Wants

Step 2: Surveys to Reduce Implicit Bias / User Interviews

Step 3: Craft User Stories

Step 4: User Personas

Step 5: User Journey Map

Step 6: User Problems

Step 7: Paper Wireframes

Step 8: Low-Fidelity-Prototype

# WorkFlow

Step 9: Creating Mock-ups

Step 10: Goal Statement

Step 11: Illustrations & Logo Designing

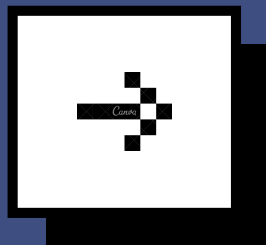
Step 12: Designing Animations

Step 13: Creating Mock-ups 2.0

Step 14: High-Fidelity Prototype

Step 15: Responsive Web Design\*\*

Step 16: Testing & Surveys





## User Personas

Personas were created by talking to users and segmenting by various demographic and psychographic data to improve your product marketing.



**Taylor D'Silva**

**Age:** 23

**Education:** Master in Managem.

**Hometown:** Mumbai, India

**Family:** India

**Occupation:** HR Manager

"My music will go on forever. Maybe it's a fool say that, but when me know facts me can say facts. My music will go on forever."

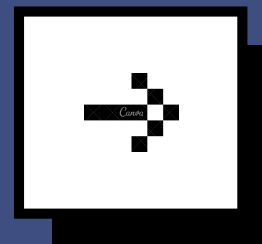
### Goals

- He is a music junky.
- He discovers good music and art too often.

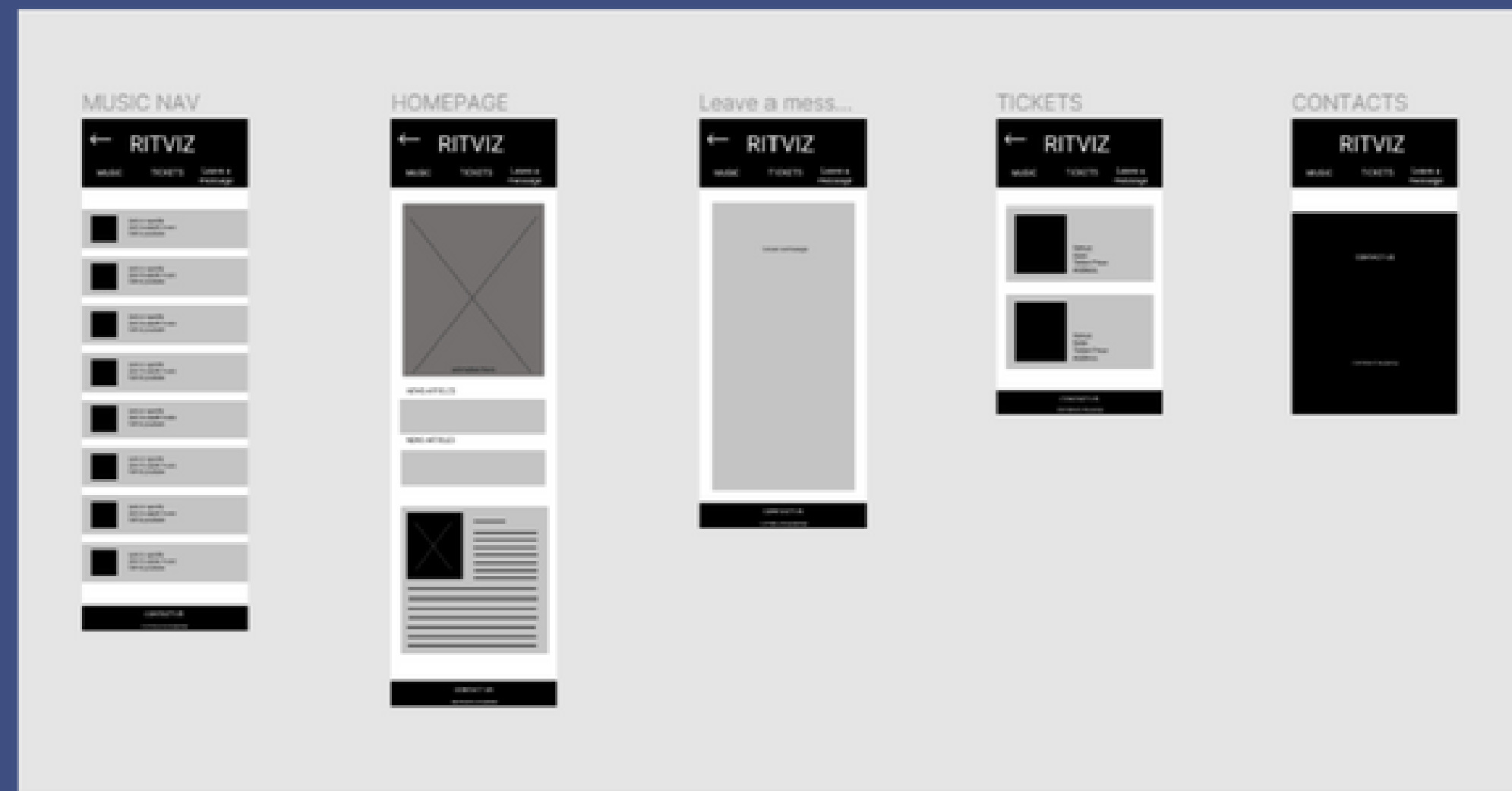
### Frustrations

- He books a concert ticket but most of the times they go "sold out" till he does

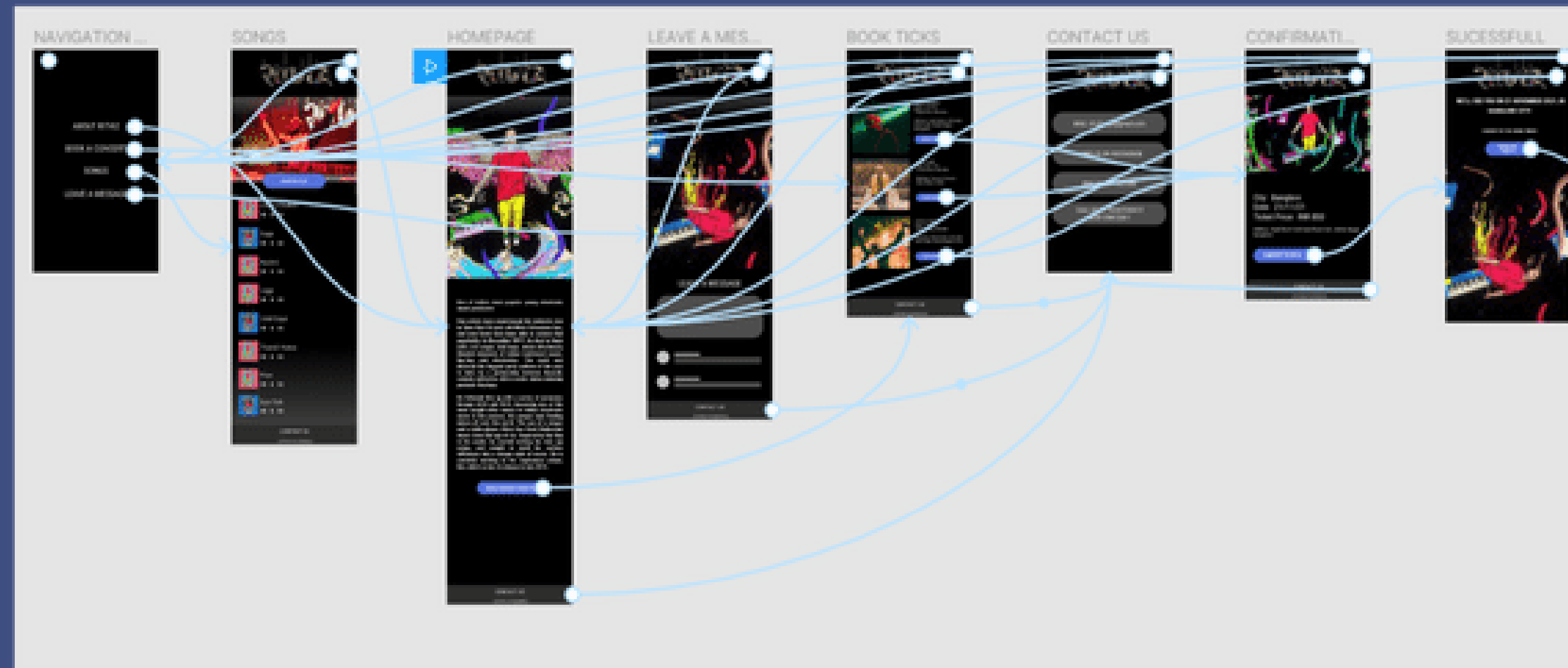
Taylor is a busy working professional. While he loves music a lot. While he wants to book a ticket when a musician is in town. The tickets gets sold out. And so he is not able to book a ticket to his favourite concert.



# Low Fidelity Prototype:



# High Fidelity Prototype:



## Important Links

Final Project

Click here :

[RITVIZ](#)

To know about the detailed  
timiline visit:

[Github Projects](#)

To view the repositories and  
assets:

[Github Repository/UX Design](#)

## What Users say?

Hey, I guess the navigation is not really working properly, if you can check on that

Oh okay, and what about the graphics, they load properly and everything?

Ya, the animation seem to work properly. Just the navigation is a bummer at the moment.

Okay, I'll check on that.  
Thank you for yer feedback

Listening to customer feedback makes customers feel involved and important. When asked for an opinion on a product or experience, your customers feel valued and treated almost as a part of the creative team. By asking your customers to provide feedback you make them believe that their opinion is truly valued. After user inputs, changes were made.

## References

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<https://uxplanet.org/new-to-ux-design-feeling-overwhelmed-40ea8e330ab1>

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## Conclusion:

The project took me through various phases of user experience and design. UX design was used to figure out if designs are intuitive and technically feasible.

I was able to understand how the user experiences the product. I learnt to know how users will engage with your design, as well as the environment or context in which they'll experience the product. Understanding this requires a lot of research, like observing users in action and conducting interviews, which we'll explore more later.

Specify the user's needs. Based on the research, i could figure out which user problems are the most important to solve.

GRACIAS